

Ministry of Government and Consumer Services

Digital Transformation and Enterprise Virtual Assistant (Eva)

Presented to: Minister's Office

Ministry of Government and Consumer Services

Presented by: Mike Amato, Director, Process and
Operations Branch, Infrastructure Technology Services

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Strategic Alignment and Approach

What

Enhance the customer experience and service efficiencies through the launch of Eva, an artificial intelligence (AI) chatbot. This enables Service Desk agents the opportunity to focus on more complex IT service inquiries and better manage priorities while providing customers a simpler way to retrieve answers to commonly asked questions.

Aligns with the CCM MYP as an enabler to modernizing and optimizing service delivery of contact centres while creating a multi-channel support experience for OPS employees.

- **Profile – High** due to CCM alignment
- **Impact – High** due to sensitivity and OPS-wide scope
- **Interdependencies – CCM MYP**

Where (to find more)

Internal: ONRequest LiveChat Pilot and Eva

External:

- Q3 19/20 citizen-facing announcement (denotes chat service and artificial intelligence)
- [Building Smarter Government](#) (public facing website denoting call centres and new technology)

Who

- Stakeholder Analysis: **OSS/ITS SD**
- Target Audience: **OPS employees**

Executive Lead:

- Mike Amato

Process and Operations Leads:

- Justin Stiles, Raf Sura, Jeff Martinson and Olive Kilpatrick

Communication Leads:

- Paulina Callaghan, Sydney Statulevicius (Eva) and Stephen Webb (CCM)
- Rob McMahon, Manager, Organizational Development Branch, MGCS and Joh Robinson, Senior Communications Consultant, MGCS, DMO

Why

- **MGCS:** Digital Transformation and Driving Efficiencies and Service Delivery Excellence
- **I+IT:** Business Innovation
- **ITS:** Innovative Digital Services and Positive End-User Experience

When

- Initiative: Currently in-pilot, ready to proceed
- Milestone 'At a glance' – Slide 11

Notable Milestones

- Gained DMO and MO approval for branding, key messages and roll-out, May 2019

Pilot: Q1 2018-19 to Ongoing

~2,500 pilot users



Phased Rollout: Projected Q4 19/20

OPS-wide phased rollout

LiveChat with Eva

Journey, current state and introducing Eva.



Where the Journey Began - LiveChat

LiveChat is a digital initiative that has been piloted in the OPS. LiveChat allows two-way interaction between OPS customers and the OPS IT Service Desk.

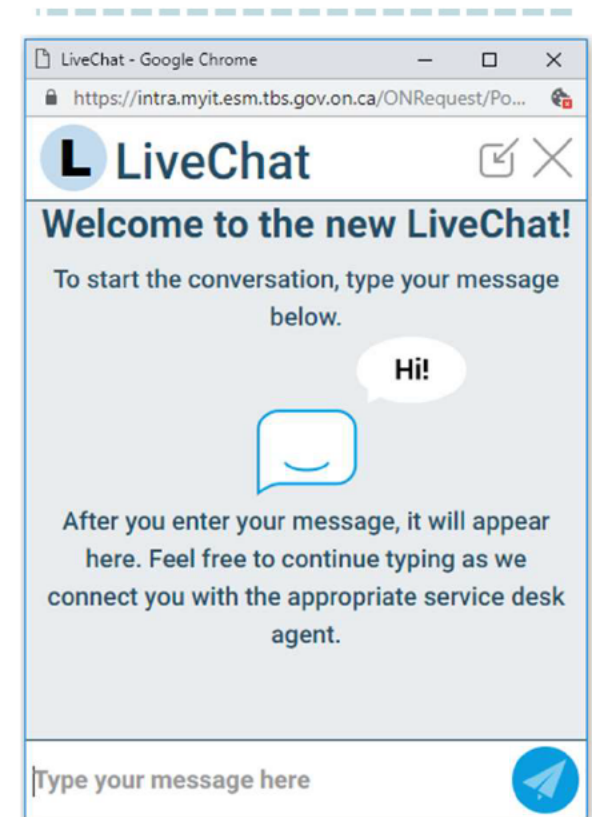
GOAL: Provide an additional channel of support to OPS employees, seeking assistance from the OPS IT Service Desk.



Client satisfaction survey, 97% reported overall ease of use.



Greater than 10,000 LiveChats from the pilot group, to date.



Current pilot user view of Live Chat

We are Here – Enterprise Virtual Assistant

LiveChat with AI is a digital initiative introducing artificial intelligence (AI) to the OPS. Adding AI to the Service Desk, LiveChat channel enables the automation of frequently asked questions or issues.

GOAL: Increase operational efficiencies and assist IT support staff by introducing a new AI “chatbot” to the Service Desk. Introduce multi-channel service to the OPS.



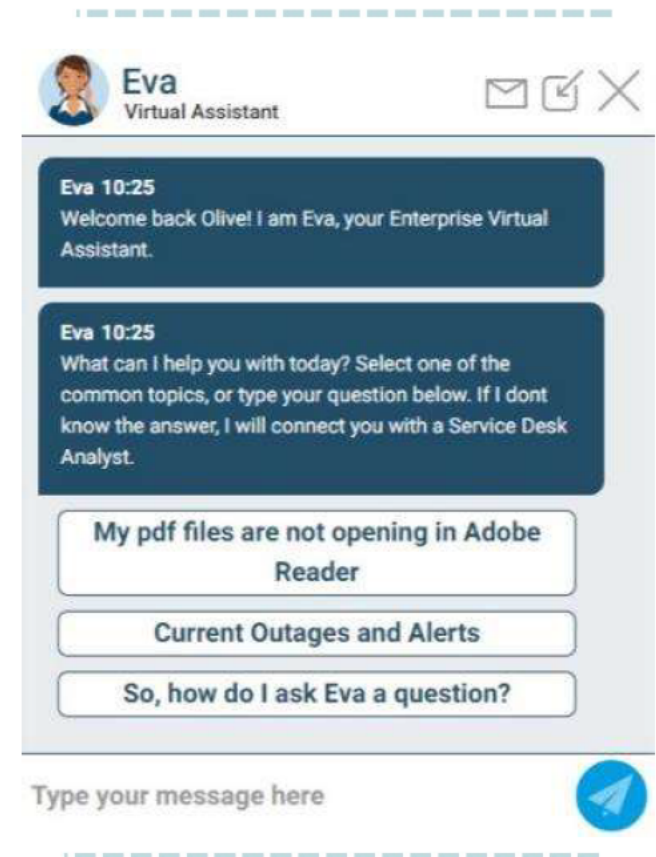
1K+

Projected 1,000 LiveChats per business day, **20% of chats targeted for automated resolution.**

“ Meet Eva – your I+IT enterprise virtual assistant!

Over time, Eva will continue to learn new skills to help improve your customer experience.

”



About Eva

Our Chatbot (Eva) is built using IBM Watson Assistant. Watson Assistant is a Software as a Service (SaaS) application. Chatbots engage in real-time, human-like conversations and are powered by AI and Natural Language Processing (NLP) technologies.

The OPS IT Service Desk team has provided Eva with the content/knowledge needed to interact as a virtual Service Desk Agent. Eva interacts with users through an online chat interface to answer questions quickly. Eva also learns from past conversations and is continuously evolving.

Consultations and Research

Internal:

- Eva Pilot Group (2500 end-users)
- Contact Centre Modernization Branch, MGCS
- Digital Office (ODS)
- Office 365 Champions
- MGCS Communications Branch
- Diversity and Inclusion Office
- Indigenous Affairs Officer
- Cyber Security Division
- Government Services Integration Cluster

External:

- [Deloitte: Study of Self Service Practices](#)
- [Gartner Top Strategic Predictions for 2020 and Beyond](#)
- Research indicates a female persona resonates best with end-users: [Digital assistance gender debate](#)

Eva Persona Survey

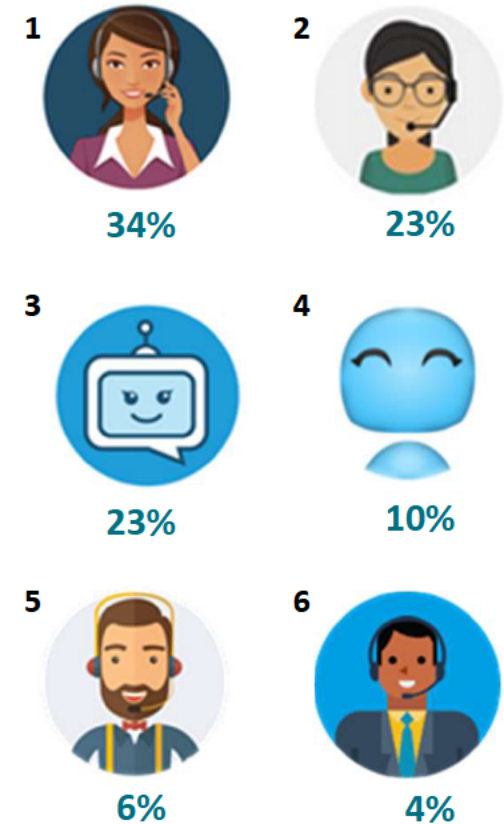
Through surveying 2,500 existing LiveChat users of the persona that resonated most with them, we received 20% response rate favoring the female based persona at 34%. *(Figures as of April 2019.)*

GOAL: Provide awareness that MGCS is piloting Artificial Intelligence and seek cross ministry feedback of a visual that best resonates with them

FUTURE: Allow users to select a persona of their choice while interacting with the LiveChat service

“ Love the diversity
Great to see the OPS embrace AI functionality
Option 1 looks professional and friendly ”

Avatar Options:



Eva Demo

Introducing Eva, your Enterprise Virtual Assistant.



LiveChat with Eva

Phased rollout, timing and future opportunities.



Milestones at a Glance

Q2-Q3 2019-20	Q4 2019-20	Q1 2020-21	Q3 2020-21 & Beyond
	Aligned with CCM MYP		
Pre-Implementation	Phase 1 Implementation of IT Services	Phase 2 Implementation of OSS Business Services	Phase 3 Sustainment + Future Growth
- Eva Communications Plan developed - Chatbot design developed - Bargaining Agent Information Share developed and distributed - Communications to Eva pilot group (survey) - Eva design and persona finalized based on pilot group feedback	- IT Service Desk handles ~1 million calls annually - Rollout of Eva for IT support to begin in February 2020 - Ministry-by-ministry phased rollout over a 6-month period - OPS and Ministry announcements as appropriate - Service Desk announcements Intranet Eva launch - OPS Weekly articles	- OSS Contact Centre handles ~300k calls annually - Rollout of Eva for Business Services support to begin in June 2020 - Ministry-by-ministry phased rollout over a 6-month period - Ongoing promotions via ministry and OPS-wide communication channels	- Future expansion of Eva beginning in October 2020 - Outreach and assessment with additional OPS contact centres for potential future adoption of Eva - Ongoing monitoring and evaluation (i.e. customer usage, satisfaction and feedback)

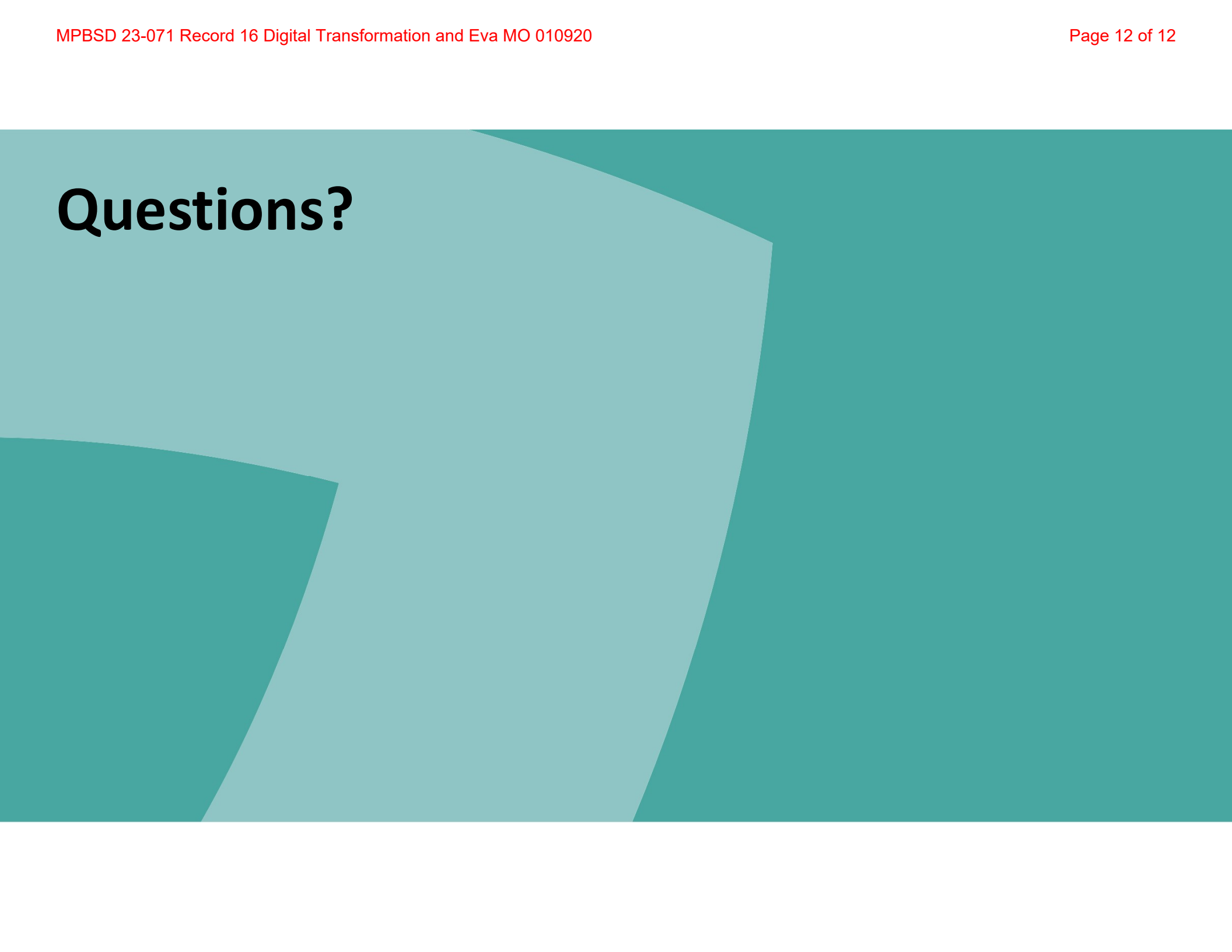
Sustainment + Future Growth



Eva with LiveChat introduces significant digital automation capabilities for both internal and external facing OPS Contact Centres, helping to build organizational capacity and reducing costs while delivering an improved customer service experience.

- ✓ **Step 1:** Client engagement
 - Leverage existing CCM inter-ministerial governance framework
- ✓ **Step 2:** Develop candidate assessment approach
 - Determine feasibility and prioritization for Eva onboarding
- ✓ **Step 3:** Finalize and seek approval for Phase three plan
 - Resources, technology, timing, etc.
- ✓ **Step 4:** Assemble the project team (ITS, Cluster and business area)
 - User-centered design, agile, product management focused
- ✓ **Step 5:** Initiate Phase three implementation

Questions?

The background of the slide is a solid teal color. On the left side, there are two overlapping, curved, light-blue shapes that create a sense of depth and movement. The word "Questions?" is written in a large, bold, black font in the upper left area of the slide.